

Attachment B (Clean)

*A1* two inefficiencies combined relegate the average person to participating vicariously by watching taped versions of games played days in advance.

In addition to traditional game shows, multi-player video-based games exist.

Multi-player video-based games such as UltimalOnline allow multiple people to engage in an electronic game at one time. This provides additional value to consumers who would like to participate in a game with multiple people. Additionally, becoming a participant in the game takes little time since it can be accessed from a connection to the Internet. However, participants must pay to play the game. Further, these games do not satisfy the general requirements of competitive skill-based games such as game shows which have (1) a winner and (2) a defined start and end time. These games are ongoing interactions that allow participants to take turns in order to simulate interactions though they are not actually playing simultaneously.

*A2* A number of games have arisen on the Internet that simulate game shows broadcast over television. For instance, Sony has a number of games that can be played over the Internet which simulate traditional game shows. Jeopardy! Online or Trivial Pursuit Online are Internet games that allow multiple players to come together to simulate the traditional versions of these games. This allows individuals who would like to feel the competitive nature of these games to enjoy them online. However, four key elements are missing from the value proposition: (1) the games simply pool a limited number of individuals into a simulated game as the players arrive at the site and (thus, one cannot really compete against the larger public), (2) the